

CHUKA



UNIVERSITY

**UNIVERSITY EXAMINATION
RESIT/SUPPLEMENTARY / SPECIAL EXAMINATIONS
EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
JOURNALISM AND MASS COMMUNICATION**

COMM 231: DESKTOP PUBLISHING

STREAMS:

TIME: 2 HOURS

DAY/DATE: THURSDAY 04/11/2021

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- **Answer question one and any other two.**

QUESTION ONE

- Explain six ways of integrating text and graphics in a publication. (12 marks)
- Describe any four ways you can place a pull-quote in a publication. (8 marks)
- Explain any five useful guidelines to follow when handling leading in a publication. (10 marks)

QUESTION TWO

Discuss five detailed issues in typography that will make reading text very difficult. (20 marks)

QUESTION THREE

Discuss five detailed ways of creating white space in a publication. (20 marks)

QUESTION FOUR

Give a detailed explanation of five elements of layout. (20 marks)

QUESTION FIVE

Discuss five detailed ways of using photographs in a publication. (20 marks)

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